

R. H. Macy & Co.'s Attractions Are Their Low Prices  
**Macy's**  
Herald Square Broadway, 34th to 35th St.

# Grande Fête Anniversaire

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Herald Square Broadway, 34th to 35th St.

1858 — 1902

The First Department Store in America 1858  
The First New York Department Store "Uptown" 1902

1902 — 1913

## Silber Kit FOX Scarfs, \$23.74

Macy's usual price \$33.75  
Extra long, straight or shaped; animal effect; satin lined.

## Silber KIT FOX Muffs, \$38.50

Macy's usual price \$49.75  
Large two skin muffs trimmed with heads and brushes. Satin lined.  
Third Floor, Broadway.

## Women's FUR-TRIMMED PLUSH Wraps, \$22.74

Broad striped plush draped wraps with collar of skunk-dyed opossum, lined throughout with Skinner's satin.

## Fur-trimmed Diagonal Coats, \$20.74

Heavy diagonal cheviot in navy, black and taupe; kimono sleeve model with deep collar of skunk-dyed opossum. Heavy satin lined.

## Fur-trimmed Broadcloth Coats, \$18.74

Fine quality black broadcloth, kimono sleeve model with animal scarf of skunk-dyed raccoon. Satin lined and warmly interlined.

## Fur-trimmed Chinchilla Coats, \$14.74

In navy, brown or Oxford chinchilla of excellent quality. Smart Topcoat with wide belt at back. Collar of Mouton fur in matching colors.

## Women's FUR-TRIMMED TAILORED Suits, \$23.74

Elsewhere \$30.00. Third Floor, Broadway.

Copied from a Cherui model, these suits in broadcloth and cheviot have short, jaunty coats in semi-blouse effects and are warmly interlined and lined. Collars of civet cat, skunk-dyed opossum and other fashionable furs trim the semi-blouse coats and the skirts are smartly draped.

## Dancing DRESSES of Crepe de Chine, Special, \$17.74

Macy's usual price \$22.74

Very pretty model in white, pale pink, blue or lavender crepe de chine, with surprise bodice and full tunic of silk shadow lace in coat effect. Girdled with satin ribbon and finished with wide bow at front. Skirt of crepe de chine in "leg-top" effect, wide at hips and of graceful style. Third Floor, Broadway.

## MISSSES' Fur-trimmed Broadcloth SUITS, \$24.74

Macy's usual price \$29.75.

In navy, French blue, taupe, green, brown, mahogany and black broadcloth. Smart short coat, interlined and peau de cygne lined, with collars of skunk, opossum, chinchilla, squirrel or civet cat. Novel skirt with long tunic, sizes 14 and 16 years.

## Chinchilla Coats, Plush-trimmed, \$17.74

Macy's usual price \$22.74.

Superior quality chinchilla in navy, brown, grey and black; 48-inch model, with collar and cuffs of fine plush, satin lined. Sizes 14 and 16 years.

## Boucle Cloth TOPCOATS, \$14.74

Macy's usual price \$16.74.

Excellent quality in black, brown, navy and taupe; full length model fastening with handsome ornament. Collar, revers and cuffs of fine plush. Satin lined throughout. Third Floor, Broadway.

## Colored Satin CHARMEUSE WIDTH 40 Inches, (yd.) 99c

Elsewhere \$1.75

Yarn-dyed, lustrous in finish, firm in weave, will not wear rough. In 20 street and evening colors, including all the newest shades.

## Crinkled CREPE DE CHINE, 99c

Elsewhere \$1.50

Double width (35 inches). One of the season's most desirable weaves, in 12 colors, including fashionable dark and light shades.

## Brocaded Satin CHARMEUSE, \$1.49

Elsewhere \$2.25

Double width (40 inches). Very superior quality, lustrous and of fine, clinging texture; the season's most fashionable silk, in an unusually choice selection of colors, including the richest new street shades.

## Black CRINKLED CREPE, 99c

Elsewhere \$1.50

Double width (35 inches), crepe de chine of superior quality—finely crinkled, very soft and finely woven.

## Black Satin CHARMEUSE, \$1.12

Elsewhere \$1.75

Width 40 inches, in a superior quality, very smooth in finish and of high lustre.

## Black CANTON CREPE, \$1.12

Elsewhere \$1.50

Width 35 inches. Silk-and-wool standard quality. Very fashionable and desirable material. Recommended to give good service.

## WOMEN'S Hand-Embroidered Handkerchiefs (Box of 6), 64c

Sold elsewhere at \$1.00

With initial, and embroidered with bow-knot designs. In strong Irish linen.

## Women's Handkerchiefs, 12c

Sold elsewhere at 20c each

With 1/2 in. and 1 in. hand-thread drawn hems. Of imported Irish linen.

## Women's Handkerchiefs (6), 49c

Sold elsewhere at 12c each

Plain hemstitched. Pure Irish linen. Main Floor, 34th Street.

## "Marchioness" VESTS of Glove Silk, \$1.19

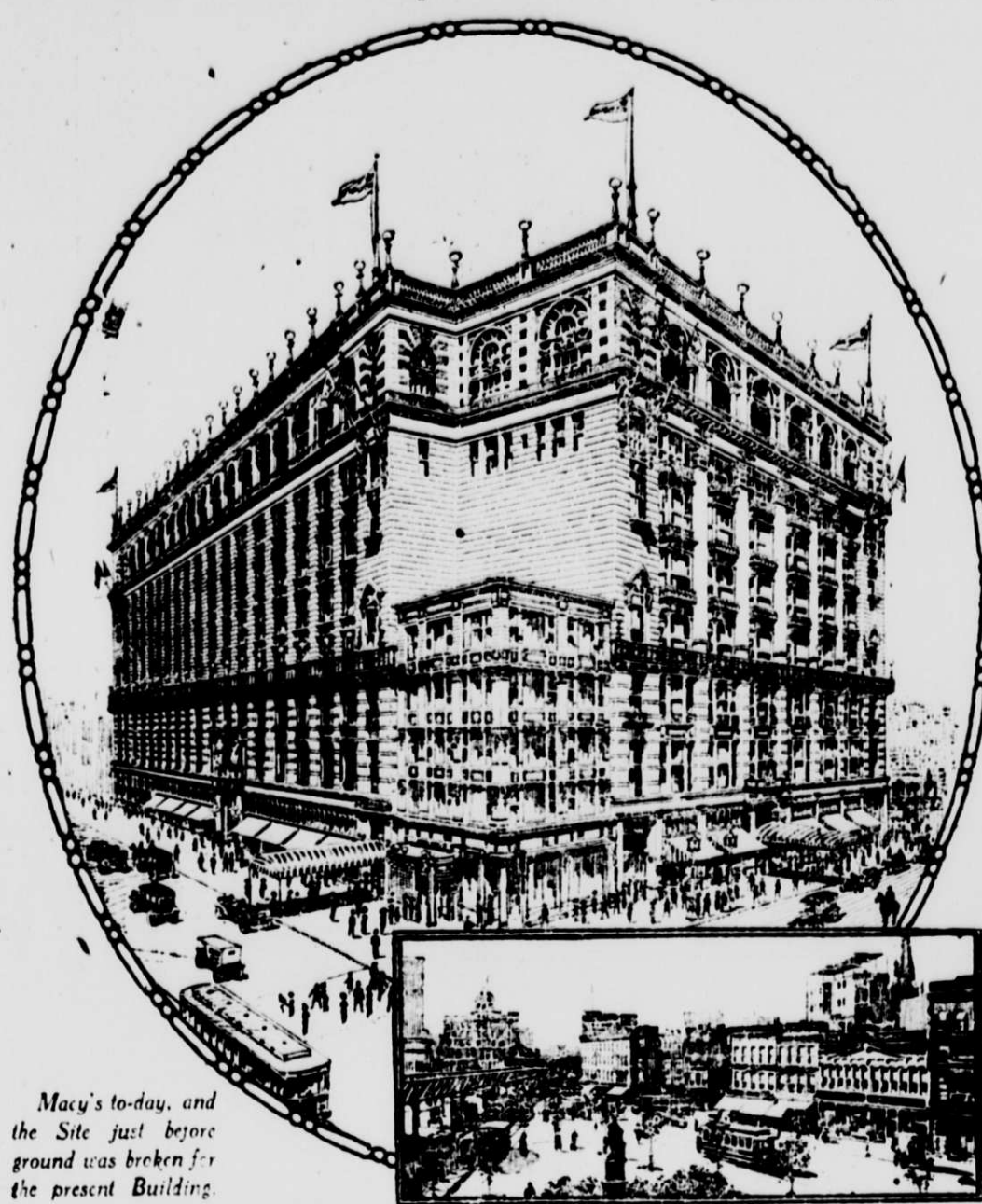
Similar quality elsewhere \$1.50.

In white and pink with crocheted edges, gusseted and reinforced armholes; full width and length. Especially desirable as holiday gifts. Macy's usual price is \$1.39.

## FITTED Leather HandBAGS, \$3.47

Elsewhere \$6.00.

Hand Bags of large size in new smart shapes, made of goat, seal or barley grain, cross grain and saffron leathers. Lined with leather covered, nickel or gold-plated frames. Fitted with brush, comb, mirror, scent bottle, purse and card-case. Macy's "Lowest-in-the-city" price was \$4.99.



Macy's to-day, and the site just before ground was broken for the present building.

## A Few Words Concerning the Significance of this Event

\* This Grande Fête Anniversaire is in celebration of one of the most important events in the retail commerce of New York.

\* Founded in 1858, Macy's became, in 1874, THE FIRST DEPARTMENT STORE IN AMERICA.

\* Macy's began with a policy of ONE FIXED PRICE TO ALL, no discounts, none but CASH TRANSACTIONS, and always "LOWEST-IN-THE-CITY" prices, no matter how far it became necessary to cut at any time to undersell all competitors.

\* In 1902 Macy's opened the present Store, which now heads the GREATEST RETAIL SHOPPING CENTER OF THE WORLD.

\* During the week from Monday, November 10th, to Saturday, November 15th, inclusive, Macy's celebrates that greatest move in modern retail merchandising in a Grande Fête Anniversaire, presenting a collection of special values such as we believe have never before been offered anywhere at any time. EVERY DEPARTMENT CONTRIBUTES.

\* Scores of remarkable values are announced briefly in the various newspapers to-day. Others will be told of throughout the week. Hundreds will not find their way into print.

\* Several hundreds of very exceptional values, covering practically every personal and home need, are LISTED IN A 28-PAGE BOOKLET, which will be handed to you as you enter the doors Monday and Tuesday.

\* This is not an "Anniversary Sale" in the ordinary sense; it is an event for which preparations such as no other store, to our knowledge, has ever undertaken, have been successfully completed.

\* Thousands of dollars of savings from Macy's "LOWEST-IN-THE-CITY" prices (savings from prices elsewhere are still greater), and we promise you THE BEST OF SERVICE these await you in America's greatest Department Store.

\* A VERY SPECIAL LUNCHEON OF SIX DELICIOUS COURSES; a different menu each day, from Monday until Saturday inclusive, at 54 cents. Its equal, \$1.25 in any other Broadway restaurant.

## FOUR-Piece Bedroom SUITES, \$45.50

Macy's price was \$61.50

At the same price, in satin, wool, mohair, or cashmere, with white enamel, or mahogany finish. DRESSER, 30 in. x 20 in., bevel mirror 22 in. x 28 in. CHEST, 30 in. x 17 in., bevel mirror 18 in. x 20 in. DRESSING TABLE, 30 in. x 18 in., bevel mirror 16 in. x 20 in. BED, full size.

## WRIST and Bracelet WATCHES Reduced

Wrist Watches for men have become just as popular as Bracelet Watches for women.

Bracelet Watches, \$4.89

Macy's price was \$7.49.

For Women. Sterling silver. Small dial, no del. Guaranteed Swiss movement. Extension bracelet. Excellent movement.

Bracelet Watches, \$5.89

Macy's price was \$8.49.

For Women. Sterling silver. Small dial, no del. Guaranteed Swiss movement. Extension bracelet. Excellent movement.

Wrist Watches, \$4.89

Macy's price was \$6.49.

For Men. Sterling silver. Small dial, no del. Seven-jewel guaranteed lever movement. Leather strap and buckle.

Wrist Watches, \$7.49

Macy's price was \$10.89.

For Men. Sterling silver. "Tonneau" shape. Guaranteed 7-jewel Swiss movement. Leather strap and buckle.

## Men's VELOUR HATS, \$3.96

Elsewhere \$6.00 and \$7.00

Of exceptionally high-grade soft and supple velour. Some imported from Paris. Colors are black, navy, mahogany, brown and taupe. All sizes from 6 1/2 to 7 1/2.

## Men's SILK Open-end CRAVATS, 34c

Elsewhere 55c to \$1.00

Well cut, in large open-end shapes, from silks of excellent and heavy quality. Wide choice, in plain colors, brocade effects, Monarchs, stripe effects and beautiful floral designs.

## Men's WOOL Shirts and DRAWERS, 84c

Sold elsewhere at \$1.00

Made by a manufacturer known for the unrivaled excellence of his product. Heavy weight, and of natural gray wool. Long sleeve shirts. Ank-length drawers. All sizes. Main Floor, 34th St.

## MEN'S Initial Handkerchiefs (Box of 6), \$1.98

Macy's price was \$2.49

Fine Irish linen. Hand-drawn hemstitch. Old English letters.

## Men's Handkerchiefs, 15c

Sold elsewhere at 25c

Servicable quality, of pure Irish linen. Main Floor, Centre.

## Reproductions of Old ENGLISH Sheffield WARE

Exact copies of the finest work of 17th and 18th century silversmiths. The originals are almost priceless.

## Serving TRAY, \$14.89

Sold elsewhere at \$25.00.

Choice of 20 in. round and 22 in. oval. Extra heavy plate on copper. Grand design. Hand-chased centres.

## Vegetable Dishes, \$6.94

Elsewhere \$9.50 and \$10.00.

Each handle cover may be used as a separate dish, in 11 in. and 12 in. oval shapes. Heavily plated, same on copper, some on nickel-silver. Beaded, threaded and grape borders.

## "Straus" CUT GLASS Reduced

"Straus" Cut Glass is far superior to the ordinary kinds in depth, accuracy, and beauty of outline. The designs are elaborate and of great beauty.

## Fern DISHES, \$1.89

Macy's price was \$3.89

Silver-plated lining. Diameter, 8 inches.

## Berry Bowls (8 in.), \$1.97

Macy's price was \$3.97

## Salad Bowls (9 in.), \$2.49

Macy's price was \$4.89

## Ice Cream Trays, \$1.97

Macy's price was \$3.89

## Claret Jugs, \$2.69

Macy's price was \$4.89

Basement, 34th St.

## Men's Fur-lined AUTO OVERCOATS, Special, \$47.50

NOT a Coat made to sell at \$47.50 but made to our special order in such a way as to combine all the points of excellence of far costlier coats. Shell of selected heavy black broadcloth. Collar of selected Persian lamb, and lining of natural Northern Muskrat—the dark, warm kind. All sizes.

## MEN'S Natural Raccoon Fur COATS, \$49.75

All Sizes. No two exactly alike, and none that can be matched elsewhere for less than \$55.00. Several, made of dark, full-furred skins, could not be matched for less than \$65.00. Lined with serviceable all-wool cloth. Raccoon is acknowledged the warmest and most serviceable fur for Auto Coats.

## Raccoon Caps, \$4.96 Raccoon Gloves, \$7.94

Sold elsewhere at \$5.50. Elsewhere \$9.50 to \$10.00.

To match the Coats above mentioned. Mirrored, same price. Heavy, durable Detroit model with adjustable visor. Leather palms. Unusually large, comfortable gaiters. Floor lining. All sizes. Fifth Floor, 34th St.

## GIRLS' Fur-Trimmed Broadcloth COATS, \$10.74

Macy's usual price \$1.74.

Low belted model in tan, navy, Copenhagen or mahogany broadcloth, satin lined throughout and military collar of skunk, opossum. Sizes 4, 6 and 8 years.

## GIRLS' Boucle Cloth COATS, \$9.94

Macy's usual price \$12.74.

Long-waisted belted model with deep cuffs and convertible collar of velvet in contrasting colors. Heavy quality boucle in brown or blue. Sizes 6 to 14.

## GIRLS' Corduroy DRESSES, \$3.74

Macy's usual price \$4.96.

Open front model in navy, brown or navy blue with shirred messaline grille and ecru batiste collar and cuffs. Very serviceable for school wear. Sizes 6 to 14.

## SCHOOL Dresses—Washable, \$1.79

Macy's usual price \$2.96.

Pretty models in Russian worst line and Balkan blouse effects, in lingerie crash, percales, repp and wide wale pique. All desirable colors. Sizes 4 to 14 years. Third Floor, 35th Street.

## COATS, for INFANTS Cloth & Velvet, \$3.74 to \$13.49

Macy's prices were \$7.49 to \$27.50

Two hundred Coats at savings of one-half. Sizes 2 to 5 years. Finely tailored, warmly lined and interlined garments of broadcloth, velvet, chinchilla, corduroy and velour de laine. All this season's models.

## Ready-to-Wear HATS, \$2.49 to \$3.96

Macy's prices were \$1.96 to \$7.94

Jaunty little shapes in velvet, velours and fine felts, smartly trimmed; fashionable color combinations. Sizes 2 to 5 years.

## Infants' Long DRESSES, 89c

Macy's price was \$1.24

Simple, pretty little Dresses of white lawn, neatly made and trimmed. Sizes 2 to 5 years. At \$1.49 Lawn Dresses, that were \$2.49 to \$2.97. Very dainty, effectively trimmed Dresses of sheer white lawn with lace and embroidery. Sizes 2 to 5 years.

## Infants' SWEATER SETS, \$2.89

Macy's price was \$3.49

Four-piece sets in white and colors. All wool: Sweater, leggings, cap and mittens included in each set. Sizes 2 to 6 years. Third Floor, 35th Street.

## All-worsted Scotch PLAIDS, WIDTH 54 Inches; (yd.) \$1.29

Macy's price was \$1.98

An important sale of two of the season's smartest and most serviceable Plaid fabrics, strictly all worsted, in very excellent weights and qualities. Medium soft-finished worsted in three-color combinations of rich dark tones. The other Scotch Plaids in blue, green and black with red or royal blue crossings are of finer weave and serge finish.

## Specials in WILTON RUGS

All-over Persian effects and striking copies of Kirmanshahs, Goroovans, Khorassans, Tabriz and Sarouks.

## Exceptionally Fine Royal Wilton Rugs

Size	Place where Price	Macy's Special Price	Size	Place where Price	Macy's Special Price
27 in. x 54 in.	\$6.00	\$3.48	6 ft. x 9 ft.	\$27.50	\$21.24
36 in. x 63 in.	\$7.75	\$5.48	8 ft. 3 in. x 10 ft. 6 in.	\$39.50	\$28.75
4 ft. 6 in. x 7 ft. 6 in.	\$14.75	\$11.24	9 ft. x 12 ft.	\$41.50	\$31.75

Also the larger sizes at savings in proportion.

Size	Place where Price	Macy's Special Price	Size	Place where Price	Macy's Special Price
7 ft. x 9 ft.	\$11.50	\$8.64	8 ft. 3 in. x 10 ft. 6 in.	\$13.50	\$9.48
8 ft. 3 in. x 10 ft. 6 in.	\$16.75	\$11.74	9 ft. x 12 ft.	\$15.50	\$10.89
9 ft. x 12 ft.	\$19.50	\$13.48	11 ft. 3 in. x 12 ft.	\$21.00	\$14.89

## LINOLEUMS, Carpets and Rugs—Exceptional VALUES

Vast quantities in every case, and full rolls. Very extensive assortment, both in color and pattern—in fact, so wide that you can readily match any color or decorative scheme.

Fourth Floor, Broadway.

WILTON VELVETS.	VELVETS Solid Color.
Elsewhere. \$1.50 & \$1.75	Elsewhere. \$1.25
Macy's Price. \$1.44 & \$1.74	Macy's Price. \$1.14
Special Price. \$1.09	Special Price. 89c
BODY BRUSSELS Carpets.	Velvets. Mottled Effects.
\$1.75	\$1.25
\$1.39	\$1.19
\$1.14	\$1.09
AXMINSTERS.	Inlaid LINOLEUM.
\$1.50	\$1.39
\$1.34	\$1.24
89c	\$1.19
VELVETS.	Patterned Cork LINOLEUM.
\$1.15	\$1.09
89c	\$1.09
79c	4 yds. wide (sq. yd.).
69c	Macy's price was 69c
WILTON VELVETS.	Inlaid Linoleum.
Solid Colors.	\$1.24
\$1.35	\$1.00